



Author Index, Volume 52 (2009)

Allen E	13
Alon I	127
Audretsch DB	505
Bahae M	223
Barker RM	177, 233
Bates KA	215
Berry LL	309
Blackburn R	481
Bourne KA	387
Boyle TA	79
Bridges S	573
Brohman MK	367
Brown TJ	409
Brush C	13
Brush CG	481
Butler JB	347
Certo ST	319
Ceru DJ	481
Chaudhry PE	57
Cobb AT	177
Collier DA	167
Collins JD	441
Combs JG	553
Cordell VV	57
Cornwall JR	429
Covin JG	459
Crittenden VL	337
Dalton CM	3, 105, 109, 205, 305, 519
Dalton DR	109
Deflorin P	79
del-Palacio I	493
Dollinger M	99, 199, 299, 399, 513, 617
Douglas MA	251
Engel JS	493
Erickson D	531
Esplin A	531
Faraj S	149
Faulds DJ	233, 357

Fine LM	209
Flynn BB	215
Flynn EJ	215
Garrett RP	459
Genchev SE	139
Gillis WE	553
Gohmann SF	233
Goldsby MG	413
Guan J	233
Haenlein M	89, 563
Hanna RC	337
Harris LC	325
Herbert TT	127
Hill JW	265
Hitt MA	441, 523
Hornsby JS	413
Hrivnak MW	605
Hulland J	45
Ireland RD	469
Jackson Jr. DW	279
Johnson HH	583
Kaplan AM	89, 563
Karcher J	177
Ketchen Jr. DJ	539
Kickul J	387
Kim SM	583
King D	523
Kohli C	377
Krishnan H	523
Kropkowski G	243
Kuratko DF	405, 421, 451, 459
Lester SW	387
Maines LA	531
Makri M	523
Mangold WG	357
Martin HJ	605
Massoud MF	347
Mazzei MJ	539
McGowan MK	67
Metzger MB	7
Morris MH	429
Moss TW	319
Neck H	13
Newsom MK	167
Nill A	289
Ogbonna E	325
Ohnemus L	159
Olsen EO	167
Parasuraman A	367
Parent M	187
Peters JR	57

Peterson RA	337
Piccoli G	367
Pisani MJ	223
Pitt L	187
Powell P	265
Raiborn CA	347
Rajagopalan N	545
Reddy M	187
Rice DA	243
Sanders CB	573
Sarkees M	45
Scheepers R	429
Scherrer-Rathje M	79
Schijven M	523
Shepherd DA	451
Shimizu K	523
Shook CL	539
Short JC	319
Shultz II CJ	289
Sims Jr. HP	149
Sirianni NJ	279
Stephens P	67
Steward MD	573
Stoner CR	67
Strutton D	31, 251
Terblanche N	187
Thomas S	377
Tidwell GL	243
Udell GF	117
van Vuuren J	429
Varadarajan R	21
Volkema RJ	595
Watson RT	367
Webb JW	469
Wilson F	387
Worthington WJ	441
Yun S	149
Zhang Y	545
Zhu H	523
Zimmerman A	57



Subject Index, Volume 52 (2009)

Ambidextrous	45
Anti-counterfeiting strategy	57
Anti-counterfeiting tactics	57
Attitudes	595
Audit teams	573
Balance	429
B2B branding	159
Best management practices	79
Brand death	377
Brand decline	377
Brand demise	377
Brand equity	377
Brand extensions	187
Brand revival	377
Career development	279
Case study	139, 79
Chaos	429
Cheating culture	337
Chinese/American trade relations	31
Clusters of innovation	493
Competitive advantage	469
Competitive strategy	21
Consumer animosity	223
Consumer ethnocentrism	223
Consumer-generated media	357
Contingency theory	149
Corporate entrepreneurship	429
Corporate venturing	459
Corruption	337
Counterfeit goods	57
Counterfeit trade	57
Creative efficiency	31
Cross-functional interface	251
Customer relationship management	89
Customer segmentation	89
Customer service	325
Customer service systems	367
Customer-contact employees	325
Degree of adjacency	187
Department store	583

Document retention	177
Dual-centricity	387
Economic advantage	167
Economic history	505
Efficiency	45
eHealth	265
Electronic discovery	177
Electronic storage of information	177
Empowering	149
Empowerment	279
Entertainment	167
Entrepreneurial development	505
Entrepreneurial growth	481
Entrepreneurial learning	451
Entrepreneurship	493, 505
Environmental analysis	127
ERM	347
e-Services	367
Ethics	337
Exogenous shock	441
Exploitation	469
Exploration	469
Financial performance	159
Firm performance	553
Formalization	139
Franchising	553
Frontline employees	279, 325
Global	289
Global supply chains	31
Grief	451
Growth strategies	481
Healthcare crisis	265
Horseshoe	31
Identity theory	387
Impact of technology	67
Improved service quality	279
Incremental innovation	21
Industry evolution	583
Information systems	367
Information technology	233
Information technology and customer service	367
Initiation behavior	595
Innovation	45, 459
Innovation failure	451
Innovation risk	441
Integrated marketing communications	357
Intellectual property rights	57
Inter-organizational systems	367
IPR	289
Iran	223
Jointness	251
Knowledge management	573
Knowledge transfer	573

Leadership	149
Lean production	79
Luxury brands	187
Management decision-making	481
Market orientation	159
Marketing	21, 45
Marketing strategy	21
Marketing-Manufacturing interface	251
Micro political risk	127
Military	243
Mobilization	243
Multinational corporation	127
National Guard	243
National health information network	265
Negotiation	595
Networks of clusters	493
Novice trainers	605
Organizational change	233, 605
Organizational restructuring	583
Outsourcing	347
Paradox	429
Patterns of growth	481
Performance	45
Piracy	289
Premium adjacency matrix	187
Product development and value creation	251
Promotion mix	357
Radical innovation	21
Relationship dissolution	89
Reserves	243
Reservist	243
Resource mobility	493
Return on branding	159
Reverse logistics	139
Reverse logistics human resources	139
Risk	347
Risk assessment	127
Role accumulation	387
Role enrichment	387
Sales force automation	233
Sarbanes-Oxley	573
Scenario planning	441
<i>Second Life</i>	563
Self-efficacy	595
Service design and paradigms	167
Service sabotage	325
Services human resource management	279
Situational	149
Situational factors	595
Situational leadership	149
Social media	357, 563
Software	289
Strategic entrepreneurship	469
Strategic positioning	583
Strategy	289, 553
Support services	347
Systems approach	139

Training and development	605
Train-the-trainer	605
Transition	469
United States	223
Unprofitable customer management	89
User acceptance of technology	233
USERRA	243
Venture managers	459
Virtual social worlds	563
Virtual worlds	563
Work climate	429
Work domination	67
Work/life balance	67
Work-connecting technologies	67
Work-life programs	387
Young managers and professionals	67



Contents of Volume 52 (2009)

Volume 52, Number 1

January–February 2009

AWARD ANNOUNCEMENT

Best Paper Award: *Business Horizons* 2008

1

EDITOR'S PERSPECTIVE

The power of one

Catherine M. Dalton

3

EXECUTIVE DIGESTS

Managing our "inner lawyer"

Michael B. Metzger

7

The landscape of social entrepreneurship

Heidi Neck, Candida Brush, and Elaine Allen

13

FEATURED ARTICLES

Fortune at the bottom of the innovation pyramid: The strategic logic of incremental innovations

Rajan Varadarajan

21

Horseshoes, global supply chains, and an emerging Chinese threat: Creating remedies one idea at a time

David Strutton

31

Innovation and efficiency: It is possible to have it all

Matthew Sarkees and John Hulland

45

Preserving intellectual property rights: Managerial insight into the escalating counterfeit market quandary

Peggy E. Chaudhry, Alan Zimmerman, Jonathan R. Peters, and Victor V. Cordell

57

Connectivity and work dominance: Panacea or pariah?

Charles R. Stoner, Paul Stephens, and Matthew K. McGowan

67

Lean, take two! Reflections from the second attempt at lean implementation

Maike Scherrer-Rathje, Todd A. Boyle, and Patricia Deflorin

79

Unprofitable customers and their management

Michael Haenlein and Andreas M. Kaplan

89

BOOKS ON THE HORIZON by Mimi Dollinger

The Pixar Touch: The Making of a Company
David A. Price

99

Through the Labyrinth: The Truth About How Women Become Leaders
Alice H. Eagly and Linda L. Carli

100

Winner Takes All: Steve Wynn, Kirk Kerkorian, Gary Loveman, and the Race to Own Las Vegas
Christina Binkley

101

From Higher Aims to Hired Hands: The Social Transformation of American Business Schools and the Unfulfilled Promise of Management as a Profession
Rakesh Khurana

102

Volume 52, Number 2**March–April 2009****EDITOR'S PERSPECTIVE**

Strategic alliances: There are battles and there is the war
Catherine M. Dalton

105

EXECUTIVE DIGESTS

On the *many* limitations of threat in negotiation, as well as other contexts
Dan R. Dalton and Catherine M. Dalton

109

Wall Street, Main Street, and a credit crunch: Thoughts on the current financial crisis
Gregory F. Udell

117

FEATURED ARTICLES

A stranger in a strange land: Micro political risk and the multinational firm
Ilan Alon and Theodore T. Herbert

127

Reverse logistics program design: A company study
Stefan E. Genchev

139

When should a leader be directive or empowering? How to develop your own situational theory of leadership
Henry P. Sims Jr., Samer Faraj, and Seokhwa Yun

149

B2B branding: A financial burden for shareholders?
Lars Ohnemus

159

Using "biztainment" to gain competitive advantage
Mi Kyong Newsom, David A. Collier, and Eric O. Olsen

167

The legal implications of electronic document retention: Changing the rules
Robert M. Barker, Andrew T. Cobb, and Julia Karcher

177

How far can luxury brands travel? Avoiding the pitfalls of luxury brand extension
Mergen Reddy, Nic Terblanche, Leyland Pitt, and Michael Parent

187

BOOKS ON THE HORIZON by Mimi Dollinger

Nudge: Improving Decisions About Health, Wealth, and Happiness
Richard H. Thaler and Cass R. Sunstein

199

Good Guys and Bad Guys: Behind the Scenes With the Saints and Scoundrels of American Business (And Everything In Between) Joe Nocera	200
George Washington on Leadership Richard Brookhiser	201
Disrupting Class: How Disruptive Innovation Will Change the Way the World Learns Clayton M. Christensen, Michael B. Horn, and Curtis W. Johnson	202

Volume 52, Number 3

May-June 2009

EDITOR'S PERSPECTIVE

It's all about sales Catherine M. Dalton	205
--	-----

EXECUTIVE DIGESTS

The bottom line: Marketing and firm performance Leslie M. Fine	209
The pressure to perform: Innovation, cost, and the lean revolution Kimberly A. Bates, E. James Flynn, and Barbara B. Flynn	215

FEATURED ARTICLES

Are Iranian consumers poised to "buy American" in a hostile bilateral environment? Mahmood Bahaee and Michael J. Pisani	223
Why is my sales force automation system failing? Robert M. Barker, Stephan F. Gohmann, Jian Guan, and David J. Faulds	233
Employer and employee obligations and rights under the Uniformed Services Employment and Reemployment Rights Act Gary L. Tidwell, Daniel A. Rice, and Gary Kropkowski	243
Going "purple": Can military jointness principles provide a key to more successful integration at the marketing-manufacturing interface? Matthew A. Douglas and David Strutton	251
The national healthcare crisis: Is eHealth a key solution? John W. Hill and Phillip Powell	265
Building the bottom line by developing the frontline: Career development for service employees Donald W. Jackson Jr. and Nancy J. Sirianni	279
Global software piracy: Trends and strategic considerations Alexander Nill and Clifford J. Shultz II	289
BOOKS ON THE HORIZON by Mimi Dollinger	
A Splendid Exchange: How Trade Shaped the World William J. Bernstein	299
The Snowball: Warren Buffett and the Business of Life Alice Schroeder	300

- The First Billion is the Hardest: Reflections on a Life of Comebacks and America's Energy Future**
T. Boone Pickens 301

- Ahead of the Curve: Two Years at Harvard Business School**
Philip Delves Broughton 302

Volume 52, Number 4**July–August 2009**

EDITOR'S PERSPECTIVE

- When the rules of the game change...in the middle of the game**
Catherine M. Dalton 305

EXECUTIVE DIGESTS

- Competing with quality service in good times and bad**
Leonard L. Berry 309

- Entrepreneurial orientation: An applied perspective**
S. Trevis Certo, Todd W. Moss, and Jeremy C. Short 319

FEATURED ARTICLES

- Service sabotage: The dark side of service dynamics**
Lloyd C. Harris and Emmanuel Ogbonna 325

- The cheating culture: A global societal phenomenon**
Victoria L. Crittenden, Richard C. Hanna, and Robert A. Peterson 337

- Outsourcing support functions: Identifying and managing the good, the bad, and the ugly**
Cecily A. Raiborn, Janet B. Butler, and Marc F. Massoud 347

- Social media: The new hybrid element of the promotion mix**
W. Glynn Mangold and David J. Faulds 357

- Process completeness: Strategies for aligning service systems with customers' service needs**
Gabriele Piccoli, M. Kathryn Brohman, Richard T. Watson, and A. Parasuraman 367

- A brand is forever! A framework for revitalizing declining and dead brands**
Sunil Thomas and Chiranjeev Kohli 377

- Embracing the whole individual: Advantages of a dual-centric perspective of work and life**
Kristina A. Bourne, Fiona Wilson, Scott W. Lester, and Jill Kickul 387

BOOKS ON THE HORIZON by Mimi Dollinger

- The Economics of Counterfeit Trade: Governments, Consumers, Pirates and Intellectual Property Rights**
Peggy Chaudhry and Alan Zimmerman 399

- McMafia: A Journey Through the Global Criminal Underworld**
Misha Glenny 400

- Minding the Store: Great Writing About Business from Tolstoy to Now**
Robert Coles and Albert LaFarge 401

- Remix: Making Art and Commerce Thrive in the Hybrid Economy**
Lawrence Lessig 402

Volume 52, Number 5**September–October 2009****GUEST EDITOR'S PERSPECTIVE**

- The economy's one enduring force: Entrepreneurship
Donald F. Kuratko

405

EXECUTIVE FOCUS

- Corporate innovation at Southwest Airlines: An interview with Herb Kelleher, Founder & Former Chair & CEO
Travis J. Brown

409

EXECUTIVE DIGESTS

- Corporate entrepreneurial performance at Koch Industries: A social cognitive framework
Jeffrey S. Hornsby and Michael G. Goldsby

413

- The entrepreneurial imperative of the 21st century
Donald F. Kuratko

421

FEATURED ARTICLES

- Properties of balance: A pendulum effect in corporate entrepreneurship
Michael H. Morris, Jurie van Vuuren, Jeffrey R. Cornwall, and Retha Scheepers

429

- Beyond risk mitigation: Enhancing corporate innovation with scenario planning
William J. Worthington, Jamie D. Collins, and Michael A. Hitt

441

- The death of an innovative project: How grief recovery enhances learning
Dean A. Shepherd and Donald F. Kuratko

451

- Corporate venturing: Insights from actual performance
Donald F. Kuratko, Jeffrey G. Covin, and Robert P. Garrett

459

- Crossing the great divide of strategic entrepreneurship: Transitioning between exploration and exploitation
R. Duane Ireland and Justin W. Webb

469

- Pathways to entrepreneurial growth: The influence of management, marketing, and money
Candida G. Brush, Dennis J. Ceru, and Robert Blackburn

481

- Global networks of clusters of innovation: Accelerating the innovation process
Jerome S. Engel and Itxaso del-Palacio

493

- Emergence of the entrepreneurial society
David B. Audretsch

505

BOOKS ON THE HORIZON by Mimi Dollinger

- Closing the Innovation Gap: Reigniting the Spark of Creativity in a Global Economy
Judy Estrin

513

- Innovation to the Core: A Blueprint for Transforming the Way Your Company Innovates
Peter Skarzynski and Rowan Gibson

514

- Tuned In: Uncover the Extraordinary Opportunities That Lead to Business Breakthroughs
Craig Stull, Phil Meyers, and David Meerman Scott

515

- The Game-Changer: How You Can Drive Revenue and Profit Growth with Innovation
A.G. Lafley and Ram Charan

516

Volume 52, Number 6**November–December 2009****EDITOR'S PERSPECTIVE****Customer-based healthcare: The power of teamwork**

Catherine M. Dalton

519

EXECUTIVE DIGESTS**Mergers and acquisitions: Overcoming pitfalls, building synergy, and creating value**

Michael A. Hitt, David King, Hema Krishnan, Marianna Makri, Mario Schijven, Katsuhiko Shimizu, and Hong Zhu

523

One world – One accounting

Devon Erickson, Adam Esplin, and Laureen A. Maines

531

Selling strategic issues: Crafting the content of the sales pitch

Matthew J. Mazzei, Christopher L. Shook, and David J. Ketchen, Jr.

539

Recurring failures in corporate governance: A global disease?

Nandini Rajagopalan and Yan Zhang

545

FEATURED ARTICLES**Franchisor strategy and firm performance: Making the most of strategic resource investments**

William E. Gillis and James G. Combs

553

The fairyland of Second Life: Virtual social worlds and how to use them

Andreas M. Kaplan and Michael Haenlein

563

Facilitating knowledge transfer during SOX-mandated audit partner rotation

Christina Butler Sanders, Michelle D. Steward, and Sheri Bridges

573

When strategy pales: Lessons from the department store industry

Homer H. Johnson and Sung Min Kim

583

Why Dick and Jane don't ask: Getting past initiation barriers in negotiations

Roger J. Volkema

595

Creating disciples: The transformation of employees into trainers

Harry J. Martin and Mary W. Hrivnak

605

BOOKS ON THE HORIZON by Mimi Dollinger**The Ascent of Money: A Financial History of the World**

Niall Ferguson

617

Panic: The Story of Modern Financial Insanity

Michael Lewis

618

Lords of Finance: The Bankers Who Broke the World

Liaquat Ahamed

619

Meltdown: A Free-Market Look at Why the Stock Market Collapsed, the Economy Tanked, and Government Bailouts Will Make Things Worse

Thomas E. Woods, Jr.

620

Author Index, Volume 52 (2009)

623

Subject Index, Volume 52 (2009)

626

Contents of Volume 52 (2009)

630